

# County Snapshot

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**Sonoma County** is the northernmost of the nine greater San Francisco Bay Area counties. The county is bordered on the north by Mendocino County, on the east by Lake and Napa counties, on the south by Marin County and San Pablo Bay, and on the west by the Pacific Ocean.

With a projected population of 614,200 by 2020, Sonoma County is expected to experience a steady increase in population over the next 20 years. The 1999 population of 450,200 will increase by approximately 36 percent over this period.

The 1999 annual average statistics show the civilian labor force for the county to be 251,200 with an unemployment rate of 2.7 percent. This is significantly lower than the state's unemployment rate of 5.2 percent.

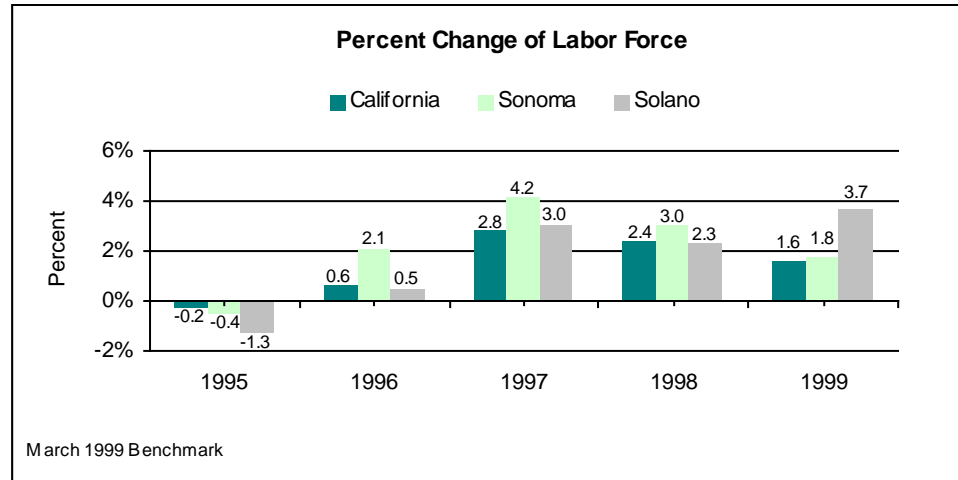
Services is the largest industry in the county, accounting for 27.7 percent of total employment. Other significant industry sectors are retail trade (19.0 percent) and manufacturing (16.0 percent).

Services, retail trade, and manufacturing are also the fastest growing industries for the 1997 – 2004 projection period. These industries are expected to account for 29,500 or 74.5 percent of the projected 39,600 job openings.

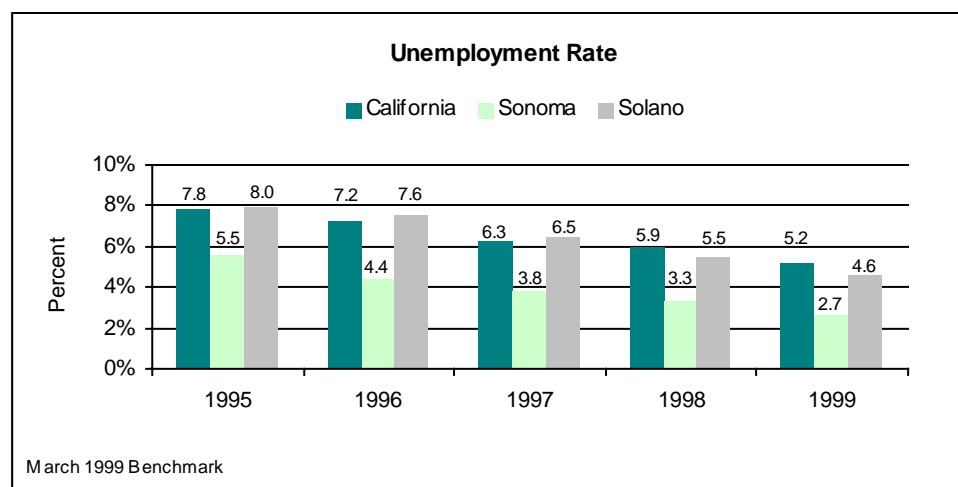
Labor market conditions in Sonoma County, also known as the Santa Rosa Metropolitan Statistical Area, have been steadily improving over the last five years and the county continues to record job growth and lower unemployment rates.

## LABOR FORCE

Sonoma County began a growth trend in 1996 and reached 4.2 percent in 1997. The sustained labor force gains enjoyed by Sonoma County are also evident in neighboring Solano County.

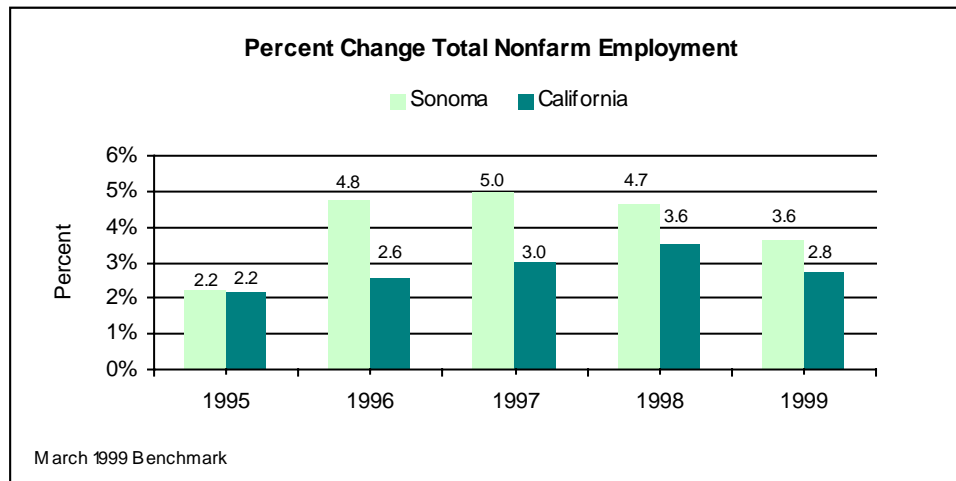


Since 1995, the unemployment rate for Sonoma County has been consistently lower than that of the state. The rate continues to decline and dipped to a low of 2.7 percent in 1999 compared with 5.2 percent for the state. Solano County's unemployment rate dropped to 4.6 percent in 1999, down from a high of 8.0 percent in 1995.

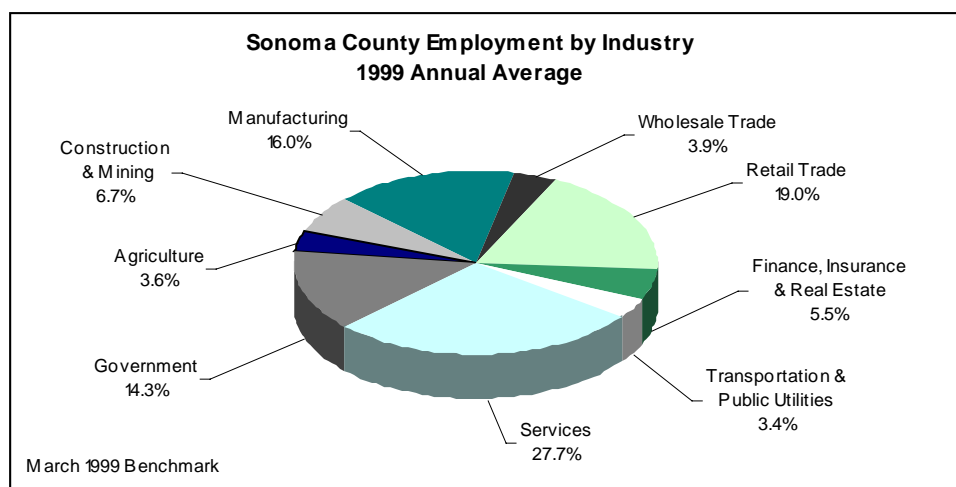


## INDUSTRY EMPLOYMENT

Sonoma County nonagricultural wage and salary employment has shown strong growth since 1995, with the greatest year over change occurring in 1997. Over this period, 1995 - 1999, payroll employment grew by 29,100 or 19.4 percent. Growth in the services industry accounted for over 10,000 of those job openings.



In 1999, Sonoma County employment was dominated by the services, retail trade, and manufacturing industries. During the forecast period of 1997-2004, it is expected that more than 74 percent of the job growth in the county will be in the same three industry sectors.



## OCCUPATIONAL EMPLOYMENT

Demographic trends, shifts in demands for products or services, technological innovations and the way business is conducted are some of the variables that drive employment in an occupation up or down. Also, occupations which have large employment and have high turnover rates generally provide the most job openings. Sonoma County is projected to have many employment opportunities in these high turnover occupations.

Associated Occupations	<b>SERVICES</b> <b>1997 – 2004 Projected Growth 31.2%</b>
	<b>Janitors, Cleaners-Except Maids</b> – 540 job openings. Keep buildings in clean and orderly condition; perform heavy cleaning duties such as operating motor driven cleaning equipment, mopping floors, washing walls and glass, and removing rubbish. Short-term on-the-job training. Median Hourly Wage - \$7.88
	<b>General Managers, Top Executives</b> – 510 job openings. Include both top and mid-level managers whose duties and responsibilities are too diverse and general in nature to be classified in any functional or line area of management and administration. Work Experience, plus a Bachelor's or higher. Median Hourly Wage - \$29.42
	<b>Guards and Watch Guards</b> – 500 job openings. Stand guard at entrance gates or walk about premises of businesses, industrial establishments, or private residences to prevent theft, violence or infractions of rules. Direct patrons or employees, control traffic. Short-term on-the-job training. Median Hourly Wage - \$7.91
	<b>Registered Nurses</b> – 470 job openings. Provide direct bedside care and assist physicians with examinations, chart the conditions of patients, give medication, and administer treatment as ordered by the doctor. May supervise auxiliary nursing personnel. Associate Degree. Median Hourly Wage - \$23.72
	<b>Receptionists, Information Clerks</b> – 430 job openings. Answer inquiries and obtain information for the general public concerning activities conducted at an establishment, such as the location of offices or persons within the firm, departments within the store, or services within the hotel. Short-term on-the-job training. Median Hourly Wage - \$10.58
Associated Occupations	<b>RETAIL TRADE</b> <b>1997 – 2004 Projected Growth 29.8%</b>
	<b>Salespersons, Retail</b> – 2040 job openings. Get the customer interested by describing the merchandise and showing how it is used. May also order merchandise, stock shelves, mark price tags, take inventory and prepare displays. Short-term on-the-job training. Median Hourly Wage - \$8.24
	<b>Cashiers</b> – 1460 job openings. Handle cash and credit payments, make change, give receipts, account for all payments, and perform related clerical duties. Short-term on-the-job training. Median Hourly Wage - \$8.11
	<b>First-Line Supervisor / Manager Sales</b> – 590 job openings. Directly supervise and coordinate activities of marketing, sales, and related workers. May perform management functions, such as budgeting, accounting, marketing, and personnel work. Work Experience. Median Hourly Wage - \$16.18
	<b>Food Preparation Workers</b> – 490 job openings. Perform a variety of food preparation duties, such as preparing cold foods and maintaining and cleaning kitchen work areas, equipment, and utensils. Short-term on-the-job training. Median Hourly Wage - \$6.69
	<b>Combined Food Preparation and Service Workers</b> – 450 job openings. Do both food preparation and food service. Short-term on-the-job training. Median Hourly Wage - \$6.29
Associated Occupations	<b>MANUFACTURING</b> <b>1997 – 2004 Projected Growth 18.0%</b>
	<b>Computer Engineers</b> – 250 job openings. Assist in the selection and installation of computer systems by providing technical advice and support. Bachelor's Degree. Median Hourly Wage - \$30.72
	<b>Electrical and Electronic Engineers</b> – 190 job openings. Design, develop, test and supervise the manufacture and installation of electrical and electronic equipment, components or systems, computers and related equipment and systems for commercial, industrial, military or scientific use. Bachelor's Degree. Median Hourly Wage - \$31.06
	<b>Assemblers, Fabricators-Except Machine, Electrical</b> – 170 job openings. Assemble and/or fit together parts to form complete units or subassemblies at a bench, conveyor line, or on the floor. Duties are of a non-precision nature. Short-term on-the-job training. Median Hourly Wage - \$8.25
	<b>General Managers, Top Executives</b> – 160 job openings. Include both top and mid-level managers whose duties and responsibilities are too diverse and general in nature to be classified in any functional or line area of management and administration. Work Experience, plus a Bachelor's or higher. Median Hourly Wage - \$29.42
	<b>First-Line Supervisors And Managers, Production</b> – 120 job openings. Directly supervise and coordinate activities of production and operating workers, such as testers, precision workers, machine setters and operators, assemblers, fabricators, or plant and system operators. Work Experience. Median Hourly Wage - \$18.26

This **County Snapshot** is a product of:  
State of California  
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Labor Market Information Division  
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